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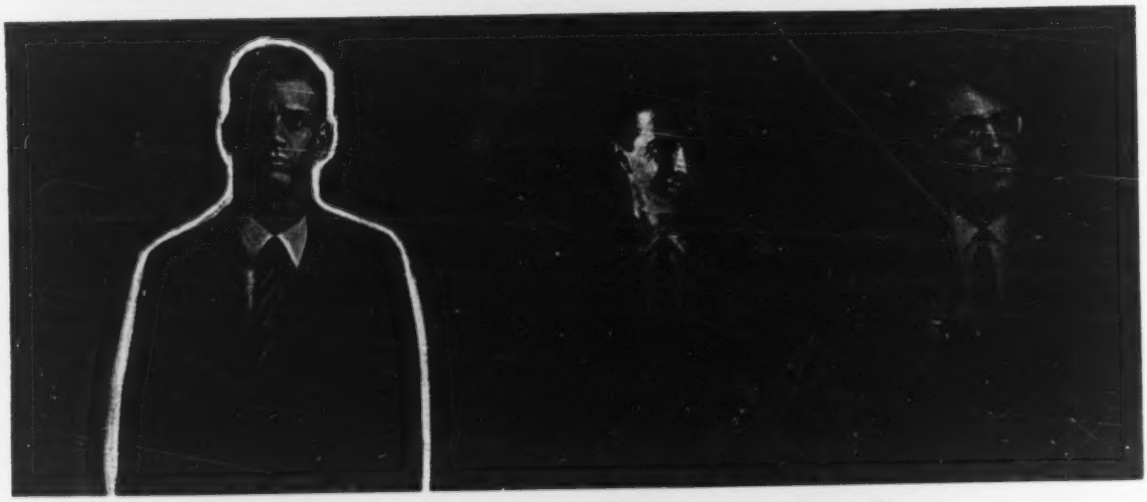

Recruiting top salespeople

Are you one of those executives who say, "I can't find qualified salespeople"? Then you can benefit from this article on planning and organizing the search. **92**

Spy walks on the wild side

With sharp, *very* sharp, wit, *Spy* pokes fun at New York City's rich, famous, elite and pseudo-elite. The irreverence belies its young founders' blue-chip backgrounds. **59**

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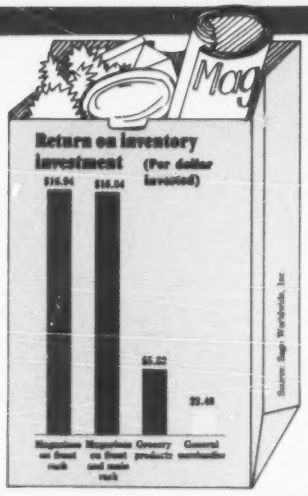

Magazines' return on inventory investment is three times greater than that of grocery products, and seven times that of general merchandise, according to a new study of a major supermarket chain conducted by Ogilvy & Mather's Sage Worldwide.

Ad pages: Reasons for optimism 156

From an advertiser's standpoint, magazines are unmatched in one particular area, and that's why they will once again thrive, says Newsweek vice president Arthur Karlan.

Circulators on circulation, Part 2 110

Are we conditioning readers to believe magazines are too expensive? What happens when you raise rates? Top circulators discuss these issues and much more in this second of two articles based on a FOLIO: circulation roundtable.

PIB ad revenue up 3.3% for 1986 23

Despite a record ad revenue total, consumer magazines reporting to Publishers Information Bureau dropped 1.4% in pages last year—the second consecutive yearly decline.

Business publishers tackle video 31

In response to the video boom, firms such as Maclean Hunter, McGraw-Hill and Lebhar-Friedman are marketing videos to their target audiences.

Weak dollar lifts int'l s/c sales 19

American magazines abroad are beginning to see a rebound in single-copy sales as the sinking dollar takes cover prices down with it.

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UPDATE

Magazines fare well in study of scanned supermarket data

Analysis compares magazines' contributions to those of groceries, general merchandise

Magazines fared well in a recently conducted study of supermarket sales data generated through electronic scanning, according to a new small-scale analysis by Sage Worldwide Inc., an operating group of Ogilvy & Mather.

Since it was introduced several years ago, electronic scanning of UPC codes has enabled supermarkets to move products, including magazines, more quickly through checkouts and to accumulate a tremendous amount of information on product sales. Retailers, however, are still groping for ways to put the voluminous data to practical use—and their suppliers are still unsure how the data will affect them.

The analysis by Sage Worldwide of scanned data collected by a major Southern California-based supermarket chain (which Sage declined to identify) provides evidence that magazines are an extremely viable product for supermarketers.

The study includes information on sales; turnover and return on inventory investment for magazines versus grocery products (nonperishable foods) and general merchandise; best-selling titles on the front end (checkout) and mainline racks; and consumer buying patterns. The study was based on

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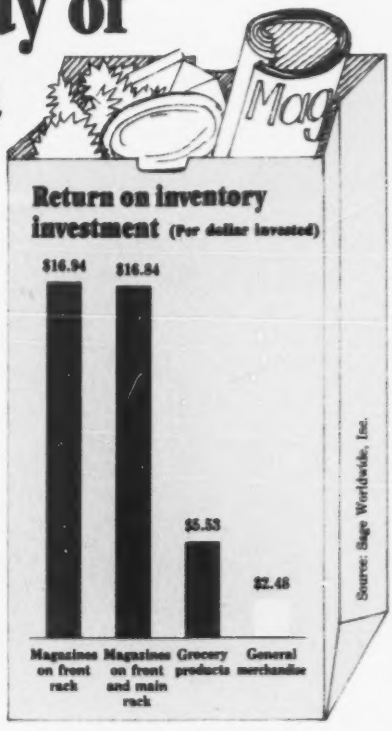


Ad revenue up 3.3%, pages down 1.4% for '86

Final PIB report shows seven of nine categories lost ad pages; fashion/service titles fared best

New York City—As a group, the 147 magazines studied by the Publishers Information Bureau (PIB) saw a 3.3 percent increase in 1986 advertising revenue over 1985, for a record revenue total of $5,120,345,209. That increase came despite a 1.4 percent decrease in ad pages for the year, to 152,643.17.

Six of the nine magazine categories studied showed revenue increases, despite ad page losses in seven categories. This is the second year in a row that ad pages have declined, although 1986 pages did not show as dramatic a drop as the 3.3 percent fall in 1985.

The fashion and service category finished the year with the most outstanding performance: up 14.5 percent in ad revenue over 1985 and 13.1 percent in pages. *Glamour*, the leading magazine in this category, reported a 10.7 percent revenue increase on a 1.5 percent increase in pages. *Mademoiselle* showed considerable growth as well, with an 8.8 percent jump in ad pages and a 17.5 percent increase in revenue.

At the other extreme, the mechanics and science category suffered the greatest decline in ad revenue for the year, down an average of 8.6 percent. All three titles in the category, *Home*

Magazines ranked by advertising pages: 1986

1986 rank	1985 rank	Publication	Pages	% change from 1985
1	1	*Business Week*	3893.17	– 7.6
2	2	*People*	3762.06	– 2.7
3	4	*TV Guide*	3565.82	– 2.8
4	3	*Forbes*	3418.62	– 7.9
5	6	*Vogue*	3191.91	– 1.7
6	7	*New York Magazine*	3121.53	– 0.9
7	5	*Fortune*	2907.92	–11.2
8	9	*Sports Illustrated*	2709.90	– 2.7
9	8	*The New Yorker*	2683.33	–10.5
10	11	*Time*	2582.08	– 4.2

Source: Publishers Information Bureau

***Advertising page totals declined** for every magazine among PIB's 1986 top-10 page sellers compared to 1985. Changes in rank were minor, however.* Fortune *suffered the greatest decline while* Time *replaced* Newsweek *in the No. 10 position.*

Magazines ranked by advertising revenue: 1986

1986 rank	1985 rank	Publication	Revenue	% change from 1985
1	1	*Time*	$344,780,783	– 0.5
2	2	*TV Guide*	318,074,967	+ 1.3
3	3	*People*	267,694,019	+ 6.8
4	5	*Sports Illustrated*	247,413,631	+ 4.2
5	4	*Newsweek*	238,364,889	– 3.6
6	6	*Business Week*	166,617,226	– 1.5
7	8	*Good Housekeeping*	144,992,240	+ 1.8
8	7	*Family Circle*	141,639,104	– 2.8
9	9	*Better Homes and Gardens*	129,845,029	+ 5.3
10	13	*Woman's Day*	123,549,594	+15.1

Source: Publishers Information Bureau

***The leader in ad revenue growth** for 1986 over 1985 was* Woman's Day, *jumping 15.1 percent and three positions, to No. 10.* People *and* Better Homes and Gardens *experienced respectable gains as well, but the majority of the top 10 saw modest gains and losses.*

Mechanix, *Popular Mechanics* and *Popular Science*, experienced revenue declines, although the latter two saw pages sold increase slightly.

The home category turned in the second highest results, although ad revenue rose a moderate 5.1 percent. Pages sold for the group of 19 publications dropped by 2.1 percent. *Better Homes and Gardens*, by far the revenue leader, improved ad income by 5.3 percent, but page sales dropped 1.2 percent. *Architectural Digest*, the leader in total pages, experienced a 0.9 percent decrease in that area. *Country Living* and *Southern Living* made significant gains in ad revenue—19.8 percent and 7.5 percent, respectively.

Growth for women's magazines slowed compared to the 1985 PIB totals, with a 4.6 percent gain in ad revenue for 1986 and a 2.8 percent increase in ad pages. Revenue growth for 1985 for the 21 magazines in the group averaged 7.6 percent. *New Woman* again reported the strongest growth (49.3 percent in ad revenue and 30.8 percent in pages), but *McCall's* experienced a 17.1 percent decline in ad revenue and an ad page drop of 0.5 percent.

In the general interest category, consisting of 65 titles, revenue increased by an average of 4.2 percent, although pages sold declined by 2.9 percent. *Sylvia Porter's Personal Finance Magazine* showed the greatest revenue growth at 87.7 percent. *Vanity Fair* experienced a 69.7 percent gain. Other significant gainers included *Connoisseur* (34.1 percent), *Family Computing* (30.2 percent), *Signature* (35.2 percent), *50 Plus* (41.1 percent) and *Gallery* (48 percent).

Weeklies and biweeklies had another lackluster year, with ad revenue growth of only 2.2 percent and a page decline of 2.0 percent. *Rolling Stone*, however, finished with the strongest revenue gain (40.1 percent) and the greatest increase in ad pages (23.1 percent). *Us* and *National Journal* also gained substantial ground with revenue gains of 36.9 percent and 39.0 percent, respectively. *The New Yorker* dropped 12.1 percent in ad revenue on 10.5 percent fewer ad pages sold.

Financial World up 54%

The business category, a star performer three years ago, suffered its second year of decline, this time dropping 1.4 percent in ad revenue and 6.6 percent in ad pages. Eleven of the 15 magazines studied showed decreases in pages sold. Nine experienced revenue declines. *Financial World* again showed spectacular ad revenue growth—up 53.8 percent. *Industry Week* was also up, 13.5 percent.

Outdoor and sports magazines held their own with revenue growth of 0.5 percent. *Sports Afield* suffered major downturns in both ad revenue (-22.9 percent) and ad pages (-18.7); *Field & Stream* experienced moderate growth; and *Outdoor Life* saw ad revenue increase by 8.5 percent.

The youth category consists only of *Boys' Life*, which suffered a 9.1 percent drop in ad pages and a 5.8 percent shortfall in ad revenues.

Ad pages for newspaper supplements rose by 3.8 percent for the year; revenue remained essentially flat. The *Los Angeles Times'* revamped magazine supplement doubled its ad revenue (103.8 percent) on a similar rate of gain in ad pages, while *USA Weekend* revenue declined 22.0 percent.□

protested the proposed rules. They were called "regulatory overkill" by Lee Epstein, postal operations committee chairman, Third Class Mailers Association (TCMA). A TCMA statement claimed the proposed rules abridged the third class mail industry's creative freedom. The USPS, however, argued that postal workers were confused by the "look alikes" and often were giving them special treatment.

The new rules do not outlaw "look alike" designs or the use of words such as urgent or overnight. But they do call for better identification of the third class permit imprint. The words "Bulk rate," and "Non prfit ogr" (nonprofit organization), must be more noticeable in the permit imprint. Mailers can do this by boldfacing, capitalizing or underlining these words, explains Edmund Wronski, program manager for the USPS' office of classification and rates administration.

BULK RATE
US Postage Paid
Stamford, CT
Permit #000

The USPS now insists that third class mailers highlight "Bulk rate" in the indicia. Capitalizing and underlining will do.

To make the imprint more visible, the new rules also call for a clear space of no less than three-eighths of an inch around the entire imprint.

The special treatment of the permit imprint should end the problems postal workers were having distinguishing "look alikes" from legitimate overnight and first class mail.□

Travel & Leisure: Top title for freelancers

Writer's Digest survey identifies who pays well, who treats writers best

Cincinnati—For the second year in a row, *Travel & Leisure* earned the No. 1 rank in *Writer's Digest*'s annual survey of the top-100 markets for nonfiction freelance writers. Published in the magazine's *1987 Writer's Digest Yearbook*, the survey judges magazines according to their performance in 20 categories relating to the number of manuscripts they buy each year, their contract policies, and the quality of their treatment of freelancers.

Compared to last year's survey, changes in the rankings were considerable. Aside from *Travel & Leisure*, *Mademoiselle* was the only title among last year's top-10 to move up—from No. 9 to No. 6. Six of the most highly rated titles of 1986 dropped out of the top-10 positions this year.

Writer's Digest's new top-10, in order, are *Travel & Leisure*, *Field & Stream*, *Reader's Digest*, *The American Legion Magazine*, *Playboy*, *Mademoiselle*, *Family Circle*, *Signature*, *Parade* and *New York Magazine*.

The survey helps freelancers identify markets they may want to write for, and gives them an idea of what to anticipate from a magazine. The information is compiled from questionnaires mailed to about 400 consumer magazine editors. Performance in each of the 20 categories is tallied against a point-value system. The total points earned determines final placement.

Some findings for this year's survey, compiled by *Writer's Digest* managing editor Thomas Clark, in-

Writer's Digest top 10 markets for freelance writers, 1987

Rank	Publication	Manuscripts purchased/yr.	Minimum word rate	Maximum word rate	Kill fee	Rights bought	Author sees galleys
1	*Travel & Leisure*	330	$0.50	$1.50	25%	First worldwide	usually
2	*Field & Stream*	500	$0.66	$2.00	33%	First N. American	always
3	*Reader's Digest*	1,200	$3,000 and up per article		$500	Worldwide periodical and anthology	always
4	*The American Legion Magazine*	215	$0.35	$2.00	35%-100%	First rights	always
5	*Playboy*	145	$0.50	$2.00	20%	First N. American, worldwide English	always
6	*Mademoiselle*	344	$0.60	$1.00	25%	First N. American	always
7	*Family Circle*	425	$0.50	$1.00	20%	World periodical	always
8	*Signature*	370	$0.50	$1.00	25%	First N. American	always
9	*Parade*	200	$1.00		negotiable	First N. American	always
10	*New York Magazine*	285	$0.75	$1.25	$150-$250	First N. American	always

Source: *1987 Writer's Yearbook*

***The freelancers' top magazines** were ranked by such categories as pay rates, number of manuscript purchases, promptness of payment and rights purchased.* Writer's Digest *awarded bonus points for a magazine's reputation for treating freelancers especially well and for the prestige of being published in that magazine.*

clude the following:

• The number of manuscripts purchased each year varies widely from magazine to magazine, especially for departments and columns. However, Clark says, monthlies purchase an average of four or five feature manuscripts per issue.

• Payment averages between 50 cents and $1 per word for most magazines included in the top-100. However, top-10 magazines such as *Field & Stream, American Legion* and *Playboy* pay as much as $2 per word. A general rule for magazines outside the top-10 is that the more manuscripts a magazine buys, the less it pays.

• Nearly all freelance articles are written on assignment, and upward of 90 percent of magazines pay on acceptance.

• Kill fees average 10 percent to 30 percent. A few magazines pay flat fees.

• First North American serial rights are most commonly purchased by magazines, although some with broad international circulation may purchase first worldwide rights or something similar.

• About 80 percent of the magazines surveyed allow the author to review galley proofs or edited manuscripts.□

Electronic publishing: A long-term investment?

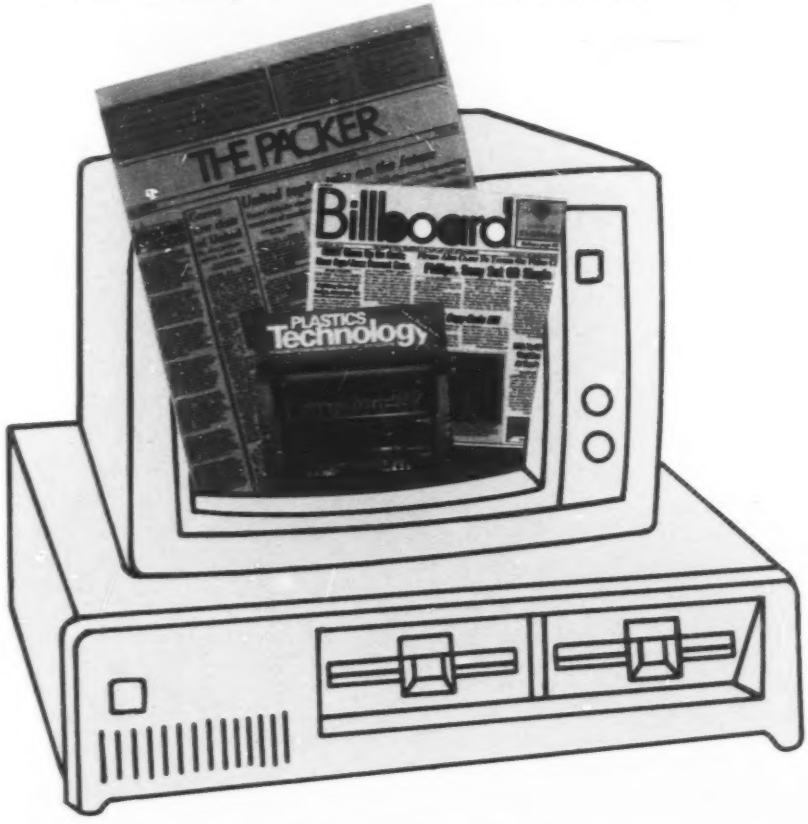
Some database operations turn a profit in a few years; others require longer waiting period

Electronic publishing—sending information collected in a database over telephone lines to personal computers or printers—is gradually becoming attractive to magazine publishers, particularly business magazine publishers who accumulate time-sensitive information used by executives in day-to-day decision making. But the thorny question remains: How quickly will electronic publishing operations become profitable?

Two business magazine publishers who launched electronic publishing networks within the last few years have not yet made a profit, but a publisher who started the service in 1984 was able to enter the black within two years.

Vance Publishing Corporation, Kansas-based publisher of *The Packer*, a weekly newspaper covering the fresh fruit and vegetable industry, launched ProNet, an electronic publishing operation, in March 1985. As a supplement to *The Packer*, ProNet furnishes late-breaking industry news, price and product availability reports, weather reports and credit ratings, as well as an "electronic mail" service, to subscribers (mostly produce industry executives who already receive *The Packer*). Datapress, a Hartford, Connecticut-based consulting and computer service company, receives the information gathered by ProNet in its mainframe computer and disseminates it to subscribers. Datapress is headed by H. Alex Vance, formerly with Vance Publishing.

ProNet charges subscribers a $100 hookup fee, a flat charge of $80 per month and $45 per hour for time on the system exceeding 90 minutes. Revenue derived from subscribers is shared by ProNet and Datapress, says Vance, although he declined to divulge the split.



***When speed counts:** Electronic publishing services run by these three publications offer time-sensitive information needed by business executives in making day-to-day decisions.*

Up to $500,000 to launch

Vance estimates that an electronic publishing service that collects information from outside sources and has a modest promotion department would require a start-up budget of between $250,000 and $500,000. He stresses that electronic publishing, being fairly new, "has to be sold to people," and requires

Let a rep buy the lunch!

CHARGING AHEAD

Many publishers find an independent representative preferrable to having their own full-time sales person. With a rep, the publishers pay only for performance—for space placed in their book. The rep firm pays all travel costs, all entertainment, all overhead. Besides controlling your costs reps can improve your sales volume. Many reps can provide more manpower. Their pride in performance and built-in incentive make for superior performance.

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Cosmo still campus best seller

Women's magazines are most popular, survey of college stores reveals

Cosmopolitan topped the list of best-selling magazines in college stores for the eighth time in nine years, according to *College Store Executive*'s 1986 survey of college store managers. Women's magazines as a group fared well in the survey; four of the top-10 best-selling titles were in the women's category.

"Women's magazines have always been popular in this market," says Catherine Orobona, editor of *College Store Executive*. "But within the past two to three years women's lifestyle [magazines], as well as home and family titles, have made a particularly strong showing in the survey. We feel this illustrates the changing demographics of the student population as well as a change in attitude among female students."

The list of the top-10 magazines sold in college stores for 1986 is similar to past years' (*see chart*). One change is that *Gentlemen's Quarterly*, dropped from the list in 1985, is back on, finishing ninth last year.

The survey also revealed that more

Top 10 best sellers in college stores

1986	1985
1. *Cosmopolitan*	1. *Cosmopolitan*
2. *Glamour*	2. *Glamour*
3. *Vogue*	3. *Time*
4. *People*	4. *People*
5. *Time*	5. *Playboy*
6. *Playboy*	6. *Penthouse*
7. *Newsweek*	7. *Vogue*
8. *TV Guide* *Penthouse*	8. *Mademoiselle*
9. *Gentlemen's Quarterly*	9. *Newsweek*
10. *Mademoiselle*	10. *TV Guide*

Source: *College Store Executive*

***Women's magazines** take four of the top 10 spots on the best-seller list.*

than one-half (50.4 percent) of college stores sell magazines. Of college stores with annual sales of more than $1 million, 75.3 percent sell magazines; 41.6 percent of stores with annual sales of less than $1 million do so. The Northwest has more college stores that sell magazines than any other U.S. region (62.1 percent), followed by the Northeast (55.1 percent), Central (48.6 percent), Southeast (40.2 percent) and Southwest (31.4 percent).

Individual titles were ranked by the percentage of college stores that carry them. The top-10 titles are as follows: *Cosmopolitan* (88.7 percent); *Glamour* (84 percent); *Newsweek* (82.8 percent); *Time* (81.3 percent); *People* (77.3 percent); *Vogue* (75.4 percent); *Rolling Stone* (73.1 percent); *Gentlemen's Quarterly* (71.9 percent); *Omni* (71.5 percent); and *Life* (70.3 percent).

The women's lifestyle category led all others in terms of the percentage of stores carrying these titles (96.5 percent). Other categories, and the percentages of stores in which they are sold, include arts/entertainment/humor (95.3 percent), sports/outdoor/cars (92.2 percent), business/news (93 percent), science (87.1 percent), home and family (86.7 percent), social/literary (84 percent), specialty (82.8 percent), computer/electronics (79.3 percent), food/nutrition/health (78.9 percent), men's lifestyles (78.9 percent) and adult sophisticates (48.8 percent). The percentages are not substantially different from last year's survey.

College Store Executive reports that the Attorney General's Commission on Pornography had relatively little impact on the college store market. Sixty-eight percent of responding college store managers said they experienced "no adverse effect" from the Commission's report, which had a chilling effect on sales of such titles as *Playboy* and *Penthouse* in many other retail outlets across the country. The adult sophisticates category does, however, represent the smallest class of magazines sold in college stores.

In addition to magazines, 27 percent of all college stores sell local newspapers, the survey showed. National newspapers were carried by a smaller percentage of stores. Only 8 percent said they stocked comic books.

The survey was answered by 15.9 percent of the 3,555 college stores to which it was sent.□

72% of monthlies delivered late

The improvement in delivery of monthly second class publications slowed in fourth quarter 1986, when 72 percent of publications were delivered late. Late deliveries had declined from 78 percent in the first quarter to 74 percent in the second quarter and 72 percent in the third.

Publications delivery box score:
Monthly publications, October–December 1986

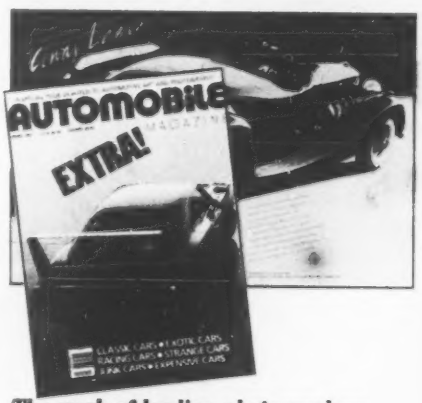
City	Better than USPS standard	Service standard	1-6 days late	Later
Composite average*	**6%**	**22%**	**59%**	**13%**
Boston (Area 021)	2	12	74	12
New York (Area 100)	5	23	64	8
Buffalo	0	41	27	32
Pittsburgh	8	33	47	12
Philadelphia	5	2	63	30
Washington, D.C.	0	16	48	36
Atlanta	1	18	59	22
Miami	32	18	40	10
Memphis	6	14	63	17
Cincinnati	8	26	52	14
Detroit	0	20	74	6
Milwaukee	3	27	53	17
Minneapolis	4	38	46	12
Chicago	6	19	59	16
New Orleans	0	30	61	9
Dallas	9	27	53	11
Houston	17	28	48	7
Denver	7	35	50	8
Los Angeles	0	14	64	22
San Francisco	13	34	45	8
Seattle	22	37	41	0

*Including other U.S. cities and SCFs not listed.
Source: Red Tag News Publications Association, Inc.

Extra! The car as art

David E. Davis Jr. doesn't just like cars, he worships them—and nowhere is that more apparent than in *The Automobile Magazine Extra!*, a special edition of his one-year-old magazine. Consisting entirely of four-color art and photography, the issue depicts cars of various generations, makes, purposes and conditions as art objects.

The special, released earlier this year, grew out of a six- to 10-page section of art and photography in the monthly magazine called "Non Sequitur," so named, editor/publisher Davis explains in his introduction to *Extra!*, because it appears as a "surprising graphic interjection, an artistic statement coming out of left field." Since readers reacted positively to the section, Davis continues, "we decided to . . . turn it into a full-fledged one-shot celebration of automotive art." One hundred ten pages of it, from For-



The work of leading photographers and illustrators is featured in The Automobile Magazine Extra!, ***a celebration of the car as art.***

mula 1 drag racers to vintage Bentleys to junk heaps.

The sole advertiser in *Extra!* was the Dodge Car and Truck Division of Chrysler Motors. The issue was mailed free to subscribers and distributed on newsstands at a cover price of $2.50, the same as *Automobile Magazine*.

Davis is a well-known, flamboyant figure in automotive circles. A former Detroit executive, he launched *Automobile* last year after abruptly quitting his post as editor and publisher of *Car & Driver*—reportedly in anger over CBS Inc.'s lawsuit against Ziff-Davis Publishing Co., from which CBS had purchased *Car & Driver* and 11 other titles. *Automobile* is part of the Murdoch Magazines stable.□

Magazines fare well

(CONTINUED FROM PAGE 23)

scanned data collected during a one-year period at 15 stores, a representative sampling of the chain's nearly 200 stores, according to Michael Carey, senior partner, Sage Worldwide.

Some of the study's key findings:

• Magazines sold at the checkout yield a return on inventory investment of $16.94 (per dollar invested), about three times greater than that of supermarket grocery products, and about seven times greater than that of general merchandise. Moreover, the return is virtually the same when magazines are sold at both front and main racks ($16.84 per dollar invested). "You would expect the return on investment to decline" when a main rack of magazines is added since it holds three to four times as many magazines as the front rack, notes Carey. Sage advised the supermarket chain whose data it analyzed that, by installing main racks in the 65 stores that didn't have them, yearly sales could increase by $1 million and gross profit by $300,000.

• Magazines located on front racks average 45 turns per year; those on the front and main racks have a combined turnover of 36 times per year. These rates are significantly higher than that for grocery products, which turn over 25 times per year. Compared to general merchandise products, front rack magazines have nine times greater turnover rate; the turnover rate for magazines on both the front and main racks is about seven times greater.

• The top-10 best-selling titles on the studied supermarket's front rack are, in order, *TV Guide, Women's Day, Family Circle, People, National Enquirer, The Star, Globe, Vogue*, a regional title Sage declined to name to protect the store's identity, and *Glamour*. The top-10 best-selling titles on the main rack are *TV Guide, Family Circle, Woman's Day, People, National Enquirer, The Star, Glamour, Globe, Vogue* and *Good Housekeeping*.

Carey adds that six titles represent 80 percent of unit sales on the front racks, and 14 titles constitute 80 percent to 90 percent of unit sales on the main and front racks. In addition, there are an average of 30 titles sold weekly on the front rack and an average of 85 titles sold weekly on the front and main rack.

• One of every 10 customers includes a magazine in a supermarket purchase.

• Magazines sold at front and main racks constitute almost one-half (.46) of 1 percent of store dollar sales. This surpassed store sales of general merchandise such as greeting cards, hosiery and socks, and light bulbs, based on figures for those products compiled by A. C. Nielsen.

• Magazine sales are a function of average income in a marketing area. Lower income areas have the lowest average unit sales.

Sage hopes to perform an analysis of other supermarket chains, although the data collected in the first study should match that obtained from other supermarkets "plus or minus 10 per-

48% of weeklies delivered late

The percentage of weekly publications delivered late during fourth quarter 1986 was 48 percent, down slightly from the 49 percent mark registered in the second and third quarters. Pittsburgh showed the most radical improvement, with on-time delivery rising to 61 percent from 47 percent in the previous quarter.

Publications delivery box score:
Weekly publications, October–December 1986

City	On time	1 day late	Later
Composite average*	**52%**	**28%**	**20%**
Boston (Area 021)	51	29	20
New York (Area 100)	51	31	18
Buffalo	61	26	13
Pittsburgh	61	23	16
Philadelphia	39	36	25
Washington, D.C.	45	28	27
Atlanta	46	27	27
Miami	55	27	18
Memphis	55	23	22
Cincinnati	51	36	13
Detroit	70	24	6
Milwaukee	60	24	16
Minneapolis	67	25	8
Chicago	59	29	12
New Orleans	26	28	46
Dallas	44	34	22
Houston	34	36	30
Denver	39	36	25
Los Angeles	65	20	15
San Francisco	58	18	24
Seattle	61	23	16

*Including other U.S. cities and SCFs not listed.
Data based on experience of 33 weekly business and consumer publications accounting for 1,880,000 copies in the mail each week and predicated on delivery as newspapers. Most publications monitored maintain multiple additional entries and air freight to post office of entry.
Source: Red Tag News Publications Association, Inc.

to $5 million for the sports title.

Rodale was first interested in buying *The Runner* when CBS acquired the magazine as part of its buy of Ziff-Davis Publishing Co.'s consumer titles at the end of 1984, says Robert Teufel, president of Rodale. Instead, Rodale bought *Runner's World* from Runner's World Magazine Company for a reported $10 million in mid-1985.

The latest acquisition took shape when CBS approached Rodale at the end of last year to see if Rodale was interested in buying *The Runner*, says George Hirsch, the title's publisher and founder. Hirsch will join Rodale as group publisher of its "active sports network," which includes *Cross Country Skier* and *Bicycling*.

The two monthly titles on running have suffered ad page and ad revenue declines, says Hirsch. *The Runner*, now nine years old, ran 360.8 ad pages last year, down 16.4 percent from the year before, according to Hirsch. The 20-year-old *Runner's World* dropped 25.1 percent in ad pages last year, to 376.45 pages, according to Publishers Information Bureau (PIB).

The Runner's ad revenue was $3.927 million last year, down 9.9 percent compared to 1985, according to the publisher's estimate. *Runner's World*'s ad revenues were down 31 percent to $3.861 million, according to PIB.

The magazines' ad drop is the result of cutbacks in the ad budgets of some makers of running shoes, says Hirsch, as well as moves by some advertisers to broader interest magazines.

One magazine serving the market, instead of two, is expected to help the situation, he explains. The new rate base will be 420,000 paid starting in June. Both monthlies had a rate base of 275,000 paid. The merged titles will carry the name *Runner's World*.□

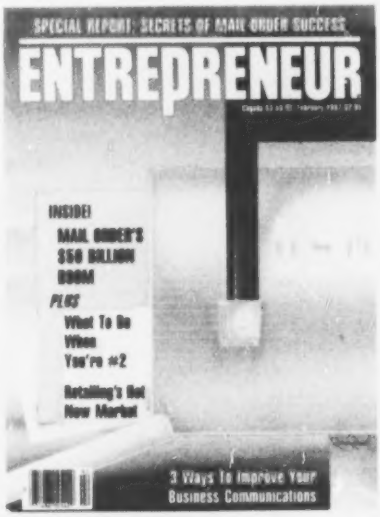
Advertisers buy share of Entrepreneur

New owners buy in as *Entrepreneur* publisher emerges from Chapter 11

Los Angeles—What do a franchised window treatment business and *Entrepreneur* have in common? Ownership. Three businessmen who own Stained Glass Overlay, a window decoration business with 300 franchises, have bought 62 percent of Entrepreneur Group, Inc. (EGI), the publishing company that produces *Entrepreneur* and 250 related business start-up manuals. The three paid $3.5 million for their share of EGI.

Stained Glass Overlay began buying ad space in *Entrepreneur* in 1983, explains Barry Rupp, member of the franchised company's management and EGI's new chairman and chief executive officer. In three years the company grew from 70 to 300 franchises, and Rupp attributes this growth largely to response from *Entrepreneur* readers. That aroused the trio's interest in buying EGI, says Rupp.

The group had their sights on the 62 percent owned by Chase Revel, former chief operating officer of EGI, who left that position in 1983. They could not buy the majority interest right away, however, because EGI was operating under Chapter 11 bankruptcy status. The company filed for Chapter 11 in 1983 and did not complete paying off creditors until December 1986. Until it recovered from bankruptcy, Revel's stock could not be sold, explains Wellington Ewen, president and publisher of EGI. Ewen has been running the company since 1984.



Pulling* Entrepreneur *out of bankruptcy meant revamping marketing strategy.

During the last three years Ewen has revamped EGI's marketing and advertising strategy. "There were a lot of excesses," he explains. EGI had been advertising its business manuals in major magazines and newspapers and on television. Ewen found that the most effective way to sell the products, however, was through a catalog.

EGI also increased newsstand distribution of the magazine, which has a total 200,000 paid circulation.

Now that the new ownership is settled, EGI is applying for Audit Bureau of Circulations membership and is completing its first Simmons Market Research Bureau readership study.

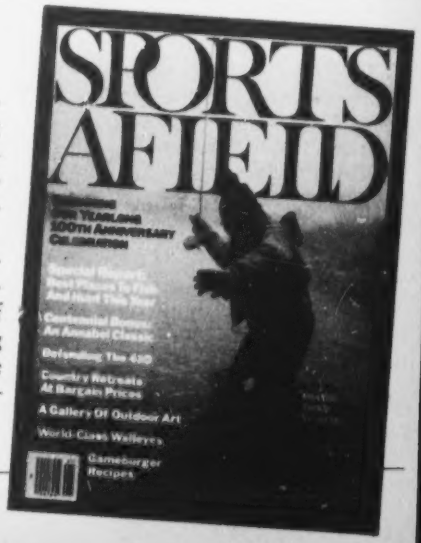
These efforts will give *Entrepreneur* a better chance of attracting national advertisers, says Rupp. The magazine's current advertisers are franchise operators, individuals selling business opportunities and manufacturers of office products.

Entrepreneur ran 460 pages of advertising last year, a 49.1 percent increase over 1985, says Ewen.□

Sports Afield celebrates 100th anniversary

Sports Afield celebrates its 100th anniversary this year, becoming Hearst Magazines' fifth title to reach the centennial mark. It joins *Town & Country*, *Harper's Bazaar*, *Good Housekeeping* and *Cosmopolitan*.

Sports Afield will celebrate its anniversary all year; each issue will contain editorial devoted to the history of the magazine and its topics—hunting and fishing. The October issue will be



***A year-long celebration* is already *underway at* Sports Afield.**

the commemorative issue, containing special features on outdoor painting and wildlife photography, as well as a special anniversary edition of *Sports Afield Almanac*.

Some advertisers observed their own anniversaries in a special section of January *Sports Afield*, which contained advertiser-related editorial. The issue carried 133.64 ad pages—a single issue record for the title.

This month's issue features a sweepstakes, the largest prize being $10,000; and some advertisers will be giving away merchandise.

Sports Afield's circulation is 500,000 paid.□

20 titles that are a century old

Magazine	Year established
The Saturday Evening Post	1728
Scientific American	1845
Town & Country	1846
Harper's Magazine	1850
The Atlantic	1857
The Nation	1865
Harper's Bazaar	1867
Popular Science	1872
American Field	1874
Thoroughbred Record	1875
McCall's	1876
Capper's Weekly	1879
Grit	1882
Ladies' Home Journal	1883
American Rifleman	1885
Good Housekeeping	1885
B'nai B'rith International Jewish Monthly	1886
Cosmopolitan	1886
The Sporting News	1886
Sports Afield	1887

Hearst titles highlighted in yellow.
Source: The Magazine Publishers Association. Compiled from established dates published in the consumer Standard Rate and Data Service.

***An elite club:** Magazines that are 100 years or older. Hearst has five titles that have reached a centennial.*

Soap Opera Digest gets new owner

The Providence Journal Company, Providence, Rhode Island, has sold its subsidiary, Network Publishing Corporation. Network publishes the biweekly, *Soap Opera Digest*. Gerry Ritterman, former publishing consultant to Network, is now president and sole owner of the company. Terms of the deal were not disclosed.

Providence had been looking for a buyer since May of last year. Over the course of bidding, eight parties made offers for Network, including former *Soap Opera Digest* publisher Marc Liu.

Soap Opera Digest was launched in 1975. Circulation is 765,000 paid.□

New Magazines

Convenient Automotive Services Retailer

Convenient Automotive Services Retailer made its premier in January as a bimonthly of National Trade Publications, Inc. The title targets owners and managers of lubrication and tune-up centers performing services while the customer waits. Editorial includes management profiles and new product information. National Trade also publishes *Professional Car Washing & Detailing*. Initial circulation: 7,300 nonpaid. A subscription costs $18. Cover price: $4. Ad rate: $1,200 for a black-and-white page. Publisher: Humphrey S. Tyler. Editor: Lois Mignano. Address: 8 Stanley Circle, Latham, N. Y. 12110. Telephone: 518-783-1281.

American Journal of Cardiac Imaging

American Journal of Cardiac Imaging was launched in January by Grune & Stratton, Inc. The quarterly features articles on cardiovascular diseases and related diagnostic and treatment disciplines. Grune & Stratton also publishes *Progress in Cardiovascular Diseases*. Initial circulation: 5,000 paid and nonpaid. Subscription price: $45. Cover price: $21. Ad rate: $450 for a black-and-white page. Publisher: Thomas E. Mackey Jr. Editor: James V. Talano, M. D. Address: 6277 Sea Harbor Dr., Orlando, Fla. 32821. Telephone: 305-345-4262.

2nd Chance

2nd Chance, a quarterly published by Freedom Communications, Inc., will be launched in May. The title was in-

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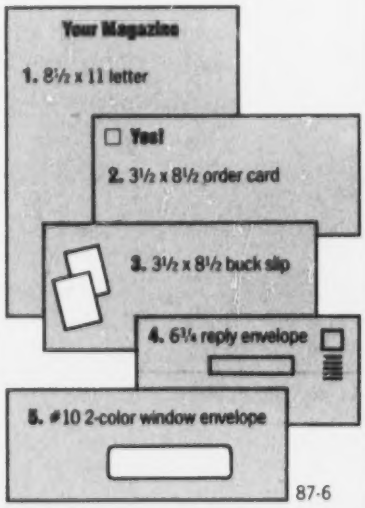

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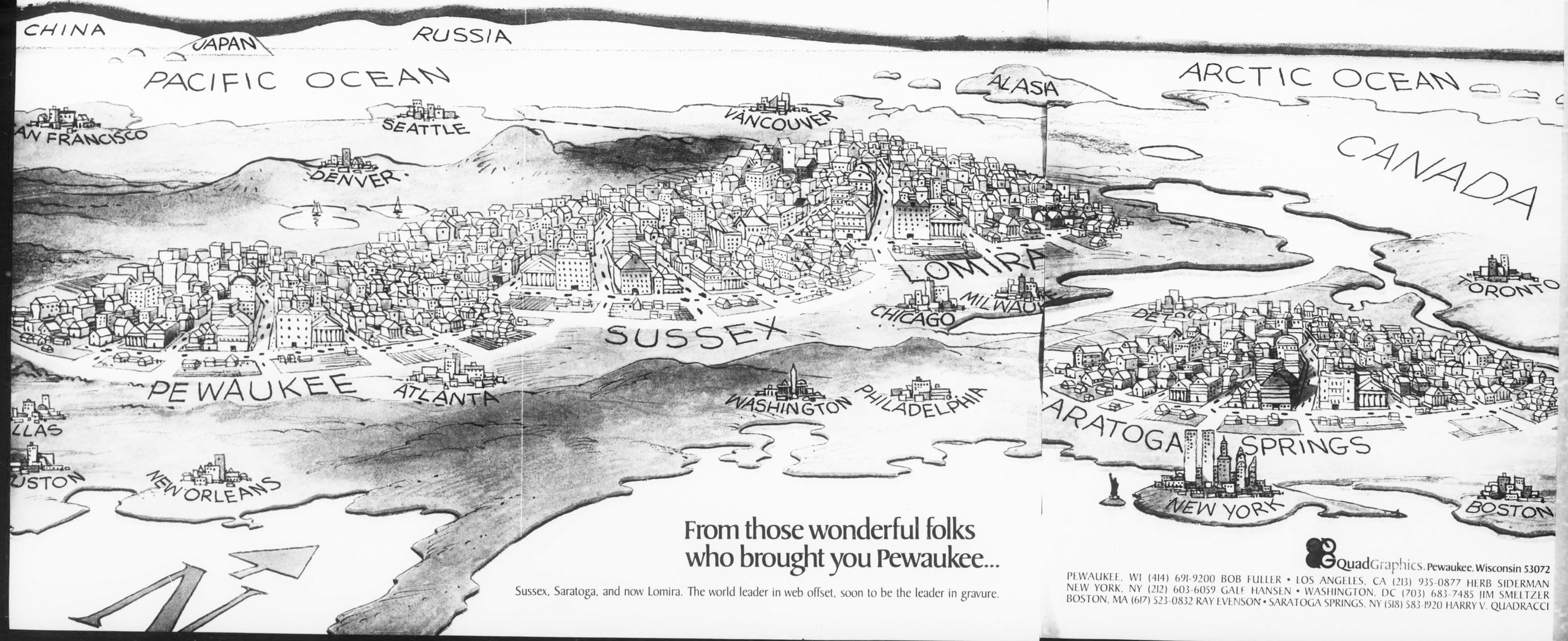

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